

Rep Order# 9788506 Ver# 3 Mod# 0 Status Confirmed Traffic Order# 31348 Printed: 08/10/2012 1:06 PM 1 of 2
 EC'd Yes Last Received: 08/10/2012 12:29 PM Showing Buylines: All Lines

Station WWSB-TV SARASOTA, FL
 Advertiser () POLITICAL
 Product OBAMA/SCHED B
 Estimate# 1596
 Buyer Katie Keuleman
 Phone#
 Fax#
 Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 95/101/1596
 Flight Dates 08/11/2012 - 08/16/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () BRAD PHILIPPS
 Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|------|---------|------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 1 | M-TH | 6P-630P | ABC 7 NEWS @ 6P | :30 | \$800.00 | 08/13-08/16 | 1 | 1 | 1 | \$800.00 | |
| | 2 | M-TH | 7P-730P | WHEEL OF FORTUNE | :30 | \$400.00 | 08/13-08/16 | 5 | 1 | 5 | \$2,000.00 | |
| | 3 | M-TH | 730P-8P | JEOPARDY | :30 | \$400.00 | 08/13-08/16 | 5 | 1 | 5 | \$2,000.00 | |
| | 4 | SA | 7P-730P | WHEEL OF FORTUNE | :30 | \$400.00 | 08/11-08/11 | 1 | 1 | 1 | \$400.00 | |

---REPORT TOTALS---

Report Totals: 12 / \$5,200.00

---SALES MONTHLY TOTALS---

Aug 12: 12 / \$5,200.00
 Sales Totals: 12 / \$5,200.00
 Station Totals: 12 / \$5,200.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$72,727
 CABL 0% UNKN 0% WBSV 4% WFLA 20% WFTS 14%
 WTOG 0% WTSP 24% WTTA 4% WTVT 24% WWSB 7%

Books null
 Demos RA35+

| | | |
|------------------------------------|---|--|
| Station WWSB-TV SARASOTA,FL | Agency () GMMB | Rep Firm |
| Advertiser () POLITICAL | 3050 K ST NW | Sales Office () WASHINGTON |
| Product OBAMA/SCHED B | WASHINGTON, DC 20007 | Salesperson () BRAD PHILIPPS |
| Estimate# 1596 | Agency C/P1/P2/E 95/101/1596 | |
| Buyer Katie Keuleman | Flight Dates 08/11/2012 - 08/16/2012 | Salesperson Phone# 202-955-5342 |
| Phone# | Hiatus Weeks | Salesperson FAX# 202-955-5348 |
| Fax# | | |

CONTRACT

WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

And:

GMMB
1010 WISCONSIN AVE NW
WASHINGTON, DC 20007

| | | |
|--|---|--|
| Contract / Revision 31348 / | | Alt. Order # 09788506 |
| Product OBAMA/SCHED B | | |
| Contract Dates 08/11/12 - 08/18/12 | | Est. # 1596 |
| Advertiser OBAMA FOR AMERICA | | Original Date / Revision 08/10/12 / 08/10/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station WWSB | Account Executive BRAD PHILLIPS | Sales Office Washington DC |
| Special Handling | | |
| Demographic Adults 18+ | | |
| IDB# | Advertiser Code 95 | Product Code 101 |
| Agency Ref | | Advertiser Ref |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|----|-------------------|-----------------|------------------|----------------|------|--------|-------------------|-------------|------|-----------|-------------------|
| N 1 | 7 | 08/13/12 | 08/16/12 | ABC 7 News at 6p | 6-630p | | :30 | | | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | MTWT--- | | | | 1 | \$800.00 | | | |
| N 2 | 7 | 08/13/12 | 08/16/12 | Wheel of Fortune | 7-730p | | :30 | | | NM | 5 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | MTWT--- | | | | 5 | \$400.00 | | | |
| N 3 | 7 | 08/13/12 | 08/16/12 | Jeopardy | 730-8pm | | :30 | | | NM | 5 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | MTWT--- | | | | 5 | \$400.00 | | | |
| N 4 | 7 | 08/11/12 | 08/11/12 | Wheel of Fortune | 7-730p | | :30 | | | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S- | | | | 1 | \$400.00 | | | |
| Totals | | | | | | | | | | | 12 | \$5,200.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|-------------------|-------------------|
| 07/30/12 - 08/16/12 | 12 | \$5,200.00 | \$4,420.00 |
| Totals | 12 | \$5,200.00 | \$4,420.00 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.